

Reality Check,

Please!

Results of 2005 Currents Readers Poll Are In

The results of the 2005 Currents Readers Poll are in. And over 75 percent of survey respondents gave Currents a rating of either excellent or very good.

In March 2005, at the urging of Admiral (Select) Mark S. Boensel, Director of the Chief of Naval Operations Environmental Readiness Division (N45), the editors of Currents magazine conducted a poll to collect insights from our readers on the value of the magazine. In essence, we were asking our readers for a “reality check.” The overarching goals of the 2005 Currents Readers Poll were to:

- **Get to Know Our Readers**
We wanted to know more about who is reading the magazine and why.
- **Assess the Impact of the Magazine**
We asked our readers for information about how the magazine is impacting their lives.
- **Figure Out How We Can Improve**
Finally, we wanted to collect some insights into how we can improve the content, design and delivery of the magazine.

Thirty-two questions were asked in a variety of formats including multiple choice, open-ended essay, and a rating scale of zero to five (with a “zero” meaning no interest, no value, never applies or not satisfied and a “five” meaning high interest, high value, always applies or extremely satisfied).



“Almost 17 Percent of Individual Currents Subscribers Responded to the Survey.”

On 8 March 2005, we sent an e-mail message with a link to the 2005 Currents Readers Poll (the “survey”) to 3,097 Currents subscribers (for whom we had email addresses). A link to the survey was also posted on the Currents page on the Naval Air Systems Command (NAVAIR) environmental web site (at www.enviro-navair.navy.mil). An advertisement (Reality Check, Please!) was also placed in the winter 2005 issue of the magazine. In all, 523 people responded to the survey by the end of the day on 21 March 2005.

“Over One Third of Respondents Ranked Currents Among Their Top Five Resources.”

Respondents were asked to indicate how valuable they find various resources in helping them to stay abreast of important issues and perform their jobs more effectively. Training classes and conversations with colleagues were the highest rated resources. Among those respondents who utilize Currents as a resource,

more than half (51 percent) rated its value as a “4” or higher. 39 percent reported that Currents is one of the top five resources they depend on to do their job effectively. More than half of the respondents (55.6 percent) said it is one of the top five resources they use to stay abreast of the Navy’s environmental program and 16 percent ranked Currents as their number one resource.

Nearly half of the respondents (42 percent) said they do not use the NAVAIR environmental website as a resource.

“Over Half of the Respondents Said That the Loss of Currents Would Have a Moderate Impact on Their Ability to Stay Abreast of Important Issues.”

When asked if Currents was not available to them, 58.1 percent of respondents said it would have a moderate impact on their ability to effectively stay abreast of important issues. (Note: Only 456 people responded to this particular question. 67 people skipped this question.) 9.9 percent said it would have a significant impact. Among uniformed military respondents, 66.7 percent said it would have a moderate impact and 16.7 percent said it would have a significant impact.

“Most Respondents Read Currents to Increase Their Awareness of the Navy’s Environmental Program and to Learn About Other Programs.”

Respondents read Currents to increase awareness of the Navy’s environmental programs, learn about other programs, and gain insight into policy/regulatory developments.

Anecdotes About How Currents Is Positively Impacting Your Lives

The following is an edited sampling of the anecdotes survey respondents provided as to how Currents is positively impacting their professional lives:

1. Currents has enabled me to keep abreast of new technologies being evaluated/implemented within the Navy. Research for the same type of information would be very time consuming and costly.
2. While preparing a speech on policy development relating to active sonar, I have used comments and views from Currents to confirm many of my views, processes, and concerns.
3. I knew NAVAIR’s Aircraft Division was working on getting a chemical conversion coating pen approved for use but I was out of the loop. Your article alerted me to its approval and helped me to incorporate it into Weapons Division applications.
4. While I was given the task to search for a degreaser that can meet stringent air requirements, Currents was able to help me with this and other air related issues.
5. My daughter is a junior in high school and she needed to do a science report. We used an article and pictures from Currents about submarines and seals. It was a great success.
6. While working in the Environmental Division, I used information from an article on Volatile Organic Chemical emissions to help reduce our emissions from our own paint shop by buying/installing a recycling system for our paint thinners/cleaners.
7. Currents brings the Fleet perspective to the forefront. Fleet support is a large issue and should be followed closely with regard to environmental problems.
8. More than anything, Currents has greatly expanded my network of environmental contacts throughout the Navy, DoD and among the non-governmental organizations.
9. Currents gives us environmental professionals feedback on our work efforts and insights on what our counterparts are doing.
10. Currents provides cutting edge and creative solutions—those help me formulate changes to our program.

“Regulatory Updates, Success Stories & Technology Discussions Are the Most Valuable Articles to Survey Respondents.”

The three types of articles that are the most valuable to survey respondents are regulatory updates, program success stories, and technology discussions. Uniformed Department of Defense respondents rated the articles on new product details to be the most valuable. The particular sections in Currents that respondents reported to be most valuable were Environmental Trends, Technology Tips, and our cover story.

“More Than Three Quarters of Respondents Rated Currents As Either Excellent or Very Good.”

Overall, more than three quarters of the respondents (77.2 percent) rated Currents to be either “Excellent” or “Very Good”. In looking at responses from uniformed military, the assessment of Currents was even more positive with 89 percent of respondents rating

Currents as “Excellent” or “Very Good.” 58.8 percent of all survey respondents rated the Currents calendar as either “Excellent” or “Very Good.”

“Respondents Were Most Satisfied with the Quality & Variety of the Content & the Design & Layout of the Magazine.”

Respondents were the most satisfied with the quality and variety of the content and the design and layout of the magazine. The following table provides additional details on the responses to this particular question:

“Almost Half of the Respondents Were Not Familiar with the Currents Article Submission Requirements & Process and the Article Approval Process.”

When asked, almost half of the respondents were not familiar with the Currents article submission requirements and process and the article approval process.

“Respondents Provided Over 70 Specific Examples of How Currents Positively Impacts Their Professional Lives.”

When asked to provide specific examples of how reading Currents has had a positive impact on their professional lives, over 70 respondents took the time to provide some anecdotes. Most of these anecd-

Attribute	0–Not Satisfied	1	2	3	4	5–Extremely Satisfied	N/A or Don’t Know
Quality of content	3	7	22	79	201	134	9
Variety of content	3	12	23	109	185	113	7
Design and layout	2	4	18	80	166	176	7
Frequency of publication (quarterly)	5	9	21	93	187	131	8
Delivery	11	12	20	96	170	132	9
Article submission requirements	6	6	12	68	100	55	203
Article submission process	8	6	13	68	84	46	223
Article approval process	7	5	14	69	76	44	231



dots support one or more of the following statements about Currents.

1. Currents expands its readers' appreciation of the depth, reach and impact of the Navy's environmental program.
2. Currents empowers its readers to speak intelligently about the Navy's environmental program.
3. Currents provides individual program managers with proven examples and benchmarks with which to manage their own programs.
4. Currents promotes the good work being done by the Navy's environmental stewards.

“Over One-Third of the Respondents Were Unaware of the Currents Web Page.”

The survey showed that awareness is very low for the Currents page on the NAVAIR environmental website. 36.7 percent of the overall respondents were unaware of the page and 20.6 percent of the overall respondents said they were aware of the page but had never visited it.

Among those who have visited the site, the most cited reason for visiting was to search by topic for specific articles. Other reasons included downloading electronic files of articles, subscribing to the magazine, simple curiosity, to submit an article idea, and to get information about an upcoming conference or event.

When asked about a preferred format for Currents, 42.5 percent of respondents said that both a print and electronic format would be ideal. 34.8 percent said they prefer a print only version, and 22.7 percent said they would prefer an e-mail notification or electronic format only.

“More Than Half of the Respondents Were Interested in Receiving Either an Electronic Version or Notification When New Articles Are Posted to the Currents Web Page.”

More than half of the respondents were interested in receiving either an electronic version of Currents or an e-mail notification when new articles are added to the Currents web page. 58.2 percent said they would like an electronic version of Currents. 56.2 percent said they would like an e-mail notification when new articles are added to the Currents page of the NAVAIR environmental website.

What We Plan to Do Next

This survey provides strong evidence that Currents is a publication that is read and valued. Readers enjoy the articles and consider Currents to be a useful resource in helping them understand key issues. Now that we've shared the results of this survey with you, here's what we plan to do next:

1. Further develop the Currents web page on the NAVAIR environmental web site. Consider a multi-channel approach to drive traffic from the web site to the print publication and vice versa.
2. Develop an electronic version of Currents or an automatic e-mail notification when new articles are added to the Currents web page.
3. Educate readership on the Currents article submission requirements and process and the article approval process.
4. Develop articles based on the suggestions provided.
5. Consider options for expanding the reach (distribution) of Currents.
6. Seek and encourage reader feedback on a regular basis.

Detailed results of the 2005 Currents Readers Poll are available via the NAVAIR environmental web site at www.enviro-navair.navy.mil. 

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